

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Serial No. ....  
Filing Date .....  
Inventorship ..... Ludvig  
Applicant ..... Microsoft Corporation  
Group Art Unit .....  
Examiner .....  
Attorney's Docket No. .... MS1-1829US  
Title: Targeted Advertising Based on Consumer Purchasing Data

**INFORMATION DISCLOSURE STATEMENT**

*References -- See Attached Form PTO-1449*

**REMARKS**

The citations listed are submitted in compliance with the duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make these citations of official record in this application.

Respectfully Submitted,

Date: 3/10/04

By: Kayla D. Brant  
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Substitute for form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	
				Filing Date	
				First Named Inventor	Ludvig
				Group Art Unit	
				Examiner Name	
Sheet	1	of	1	Attorney Docket Number	MS1-1829US

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Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Unique citation designation number. <sup>2</sup> See attached Kinds of U.S. Patent Documents. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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